



SAN PEDRO PROPERTY OWNERS' ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Tuesday, February 19, 2013

Meeting Location: San Pedro Chamber of Commerce
390 W. 7th Street
San Pedro, CA 90731

1. CALL TO ORDER – Camilla Townsend, Co-Chair **10:03 AM**
Jayme Wilson, Co-Chair

2. Committee Members – ✓ in attendance

✓ Sandy Bradley, San Pedro Chamber of Commerce
✓ Eric Eisenberg, Renaissance Group
✓ Valerie Goodman, SPPOA
✓ Warren Gunter, Property Owner
✓ Alan Johnson, Jerico Development
✓ Liz Schindler Johnson, Grand Vision Foundation
✓ Stephen Robbins, SPPOA
Andrew Silber, The Whale & Ale
✓ Camilla Townsend, POLA High School
Morris Warschaw, Property Owner
✓ Jayme Wilson, Spirit Cruises

3. APPROVAL OF MINUTES – January 15, 2013. 10:00 AM Open Session.

Motion by Robbins. Second by Johnson. Approved.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period. As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

5. OLD BUSINESS

5.1 None

6. NEW BUSINESS

6.1 Business Development Proposal from Managed Career Solutions

Richard Galope from Managed Career Solutions (MCS) discussed a business development proposal. MCS would market vacant properties in the district, however they are not a brokerage firm. The project has an estimated cost of \$97,000.

The Committee decided that PBID staff will work with MCS to provide a more specific budget for the proposal.

6.2 Strategic Marketing and Business Development Plan

Valerie Goodman stated that the Marketing Committee needs to create some actionable items and goals for PBID marketing. The Committee agreed that specific goals are needed as well as a one-year and three-year plan.

ACTION ITEMS

6.3 OC Weekly Advertising Proposal

PBID is in the process of refreshing all of its advertising. The OC Weekly advertising proposal for 2013 would cost a total of \$1,600 per month, beginning in March. PBID and the Port of Los Angeles would split the cost, each contributing \$800 per month.

Motion to forward item to the PBID board by Johnson. Second by Wilson. Approved.

6.4 Costume Rental for 125th

It was concluded that if staff wish to dress in costume for the “Living Treasures Dinner & Show,” they can do so at their own expense.

6.5 iPad for visitor data collection and surveying

The Committee decided that an iPad would fit into the PBID budget for office equipment and that it does not need to be approved by the Committee.

NON-ACTION ITEMS

6.6 Weekday Trolley Trips (Tourism and Business Development)

Valerie Goodman proposed the idea of doing weekday trolley package trips. Groups could dine at a restaurant in the district and then ride the trolley to an area attraction or take a tour of downtown.

The Committee requested that staff have a budget and itinerary prepared for the trolley trip project for the next meeting.

6.7 Merchant Gift Card Program

The program was briefly discussed; the gift card program will be looked into by PBID staff.

7. UPDATES

7.1 Battleship IOWA Visitor Surveys – Lori Moore

Moore gave an update on 800 visitor surveys taken at the Battleship IOWA. Visitors are asked where they are from, how did they hear about the IOWA and if they are planning to eat downtown. Graphs were provided detailing the responses.

If iPads are purchased, we can collect surveys more efficiently and survey software will organize the information quicker.

7.2 Battleship IOWA on site meeting

PBID met with IOWA staff to discuss marketing and other projects. The IOWA is reporting good ticket sales and they would like to collaborate on promoting the district.

7.3 PBID Website

The updated PBID website is live. The site now includes business and residential real estate listings and updated content throughout the site.

7.4 125th Living Treasures Dinner

The “Living Treasures Dinner & Show” will be on March 1, 2013 from 5 PM – 9 PM. Tickets can be purchased online through Brown Paper Tickets or from the San Pedro Chamber of Commerce.

7.5 Tourism Map

A PBID tourism map is being created using portions of the Port of Los Angeles’ Waterfront Map. A business directory listing all of the businesses in the district is also being made.

8. NEXT REGULAR MEETING – March 19, 2013.

The meeting location has changed to Managed Career Solutions located at 455 W. 6th Street, at the regularly scheduled time of 10 AM.

9. ADJOURNMENT

The meeting was adjourned at 11:14 AM.